



24 March, 1998

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TO: ALL ROU'S EXCEPT 1810, 2110, 2210  
FOR IMMEDIATE DISTRIBUTION TO ALL RETAIL/SALES  
REPS. W/7-ELEVEN RESPONSIBILITY

SUBJECT: SOUTHLAND / 7-ELEVEN - C.I.D. 0001-XX-XX  
JULY WINSTON BUY-2-PACKS-GET-\$1.00-OFF SURVEY  
SHEET

Ladies and Gentlemen,

The above-subject promotion will be available to order for all 7-Eleven Corporate and Franchise stores during the time period 3/23/98 through 4/03/98.

The attached survey sheet is in each stores' Merchandise Information Packet (MIP). The following are item numbers to be used when ordering this promotion. Stores currently on the 7-Eleven item master system should use the SLIN #, all others should order using the McLane UIN #.

PROMOTION	MC LANE UIN #	SLIN #
Winston B2G \$1.00 Off	846881	121062-4

**Special Note :** This survey sheet was sent our prior to RJR changing this promotion from 70¢-off-2-packs to a \$1.00-off-2-packs. Please advise stores of this change during your next visit.

Sincerely,

Jeff S. Rumberger

/cn

cc: Monee Anaya, Dennis Bellinger, Denny Bomgardner, Jim Bryant, Marianna Conroy, Chris Huff, Linda Zelles, Jeanne Swisher (letter only)